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## **Narrative Bio:**

Mushon Zer-Aviv (b. 1976, Israel) is a designer, an educator and a media activist based in Tel Aviv and New York. He is an alumni of NYU's Interactive Telecommunications Master Program (ITP), and of Bezalel Academy's Visual Communication Department, and now serves as senior (tenured) faculty member at Shenkar College leading classes on data, culture and politics. In the past Mushon held various adjunct positions at NYU, The New School and Bezalel Academy. Mushon co-founded Shual.com design studio and created several collaborative initiatives merging design, politics and networks. Among his most prominent design work, Localize.city the Urban AI platform, the map design for Waze.com, the redesign for the Moma.org website and the oBudget.org budget transparency site. His creative work has been exhibited world wide in museums such as the MoMA in NY and the SFMOMA in San Francisco; presented in festivals such as Ars Electronica, Offf, Future Everything, Re:publica and Transmediale; and awarded prizes and grants from PrixArs, Rhizome, Turbulence, the Swiss Confederation and others. Mushon's writings have been published both online and in books such as Open Design Now and Learning Through Digital Media. Mushon is an alumni honorary resident of Eyebeam - an art and technology center in New York. He can be found on [mushon.com](http://mushon.com) at @mushon.

## D.O.B:

November 22 1976, Israel.

## Work

- 2017 – VP of Design for **Localize**, an Urban AI Platform.
- 2011 – Senior Faculty (tenured) at **Shenkar** School of Engineering & Design, Tel-Aviv, Israel.
- 2002 – Co-Founder and owner of **Shual** Design Studio.

## Education

- 2005–2007 Masters in new media: **ITP**, Tisch School of the Arts, New York University.
- 1998–2002 Bachelor in graphic design: **Bezalel**, Academy of Art and Design, Jerusalem.

## Teaching

- 2011–today **Shenkar** School of Engineering & Design, Tel-Aviv, Israel.
- 2010–2012 **Bezalel Academy of Art and Design**, Jerusalem, Israel.
- 2008–2010 **Media, Culture and Communication**, New York University, NY.
- 2007–2010 **Parsons**, The New School for Design, New York, NY.
- 2002–2005 **Shenkar** School of Engineering & Design, Tel-Aviv, Israel.
- 2001–2002 **The Open University**, Tel-Aviv, Israel.

## Bibliography

Zer-Aviv, Mushon. "When Teaching Becomes an Interaction Design Task: Networking the classroom with collaborative blogs." Learning Through Digital Media. Experiments in Technology and Pedagogy. Ed. Trebor R. Scholz. Institute for Distributed Creativity, 2011.  
Published online: <http://learningthroughdigitalmedia.net/when-teaching-becomes-an-interaction-design-task-networking-the-classroom-with-collaborative-blogs>

Zer-Aviv, Mushon. "Learning By Doing." Open Design Now. Ed. Bas van Abel, Roel Klaassen, Lucas Evers, and Peter Troxler. BIS publishers, Amsterdam, 2011.  
Published online: <http://opendesignnow.org/index.php/article/learning-by-doing-mushon-zer-aviv/>

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Zer-Aviv, Mushon. "" Nervous Systems. Ed. Anselm Franke, Stephanie Hankey, Marek Tuszynski. Haus der Kulturen der Welt and Tactical Tech Collective, Spector Books, 2016.

Zer-Aviv, Mushon. "Les Big Data Face a l'Ambiguite." Extra Fantomes. Gaité Lyrique & Lienart, 2016.

Zer-Aviv, Mushon. "When the Path We Walked Blocks Our Ways Forward." Ding Magazine #2: Futures. Mozilla, 2018, 1 Dec. 2018. Web. 1 Dec. 2018. <<https://dingdingding.org/issue-2/when-the-path-we-walked-blocks-our-ways-forward/>>

## Experience

Design portfolio available at [www.Shual.com](http://www.Shual.com) personal site at [www.Mushon.com](http://www.Mushon.com)

### 2018

- The Normalizing Machine - new interactive installation piece exploring the history and future of machine learning and face recognition.

### 2017

- Localize / Madlan - VP of Design at the urban AI platform.
- Speculative Tourism - audio tours through the futures of Jerusalem.
- GLZ.co.il - website redesign for Galatz & Galgalatz the leading Israeli radio stations.
- ISMs - a dynamic digital projection inspired by a poster by Yarom Vardimon.

### 2016

- IWBA - exhibition piece for the fictitious International Water Banking Association.
- Foresight - Information Design Consultant for the Israeli energy market start up.
- Madlan - Information Design Consultant for the Israeli real-estate start up.
- Responsible Data Forum on Visualization 2015 - chair and facilitator of the forum in New York.

### 2015

- ISVIS 2015 - co-chair and speaker at Israel's first data visualization conference, Shenkar College.

- V15 Maps – digital cartography for the Israeli V15 political initiative.
- Obfuscation Workshop – a creative workshop in creative surveillance counter-measures and data obfuscation.

#### **2014**

- The Budget Key (oBudget.org) – an open data site exposing the stories behind the Israeli budget.
- AdNauseam – a data obfuscation browser extension, clicking ads so you don't have to.
- Siggraph 2014 Art Gallery Jury – participated as jury member.
- Disinformation Visualization – an essay, a presentation and a workshop about how to lie with data visualization.

#### **2013**

- Public Education – an experimental mobile application for distributing networked public control.
- Open Budget – Lead design for a civic initiative to open and visualize the Israeli state budget.
- Open Knesset – Led the redesign of the Israeli parliament monitoring site.
- The Turing Normalizing Machine – An experiment in machine learning and algorithmic prejudice.

#### **2012**

- Alef – initiated the design of a new open source, screen-optimized multilingual font.
- WAZE Inc. – Heading digital cartography design for the navigation company's interactive maps (until 2014).
- Watch.gov.il – a citizen monitoring site for the implementation of the Trachtenberg Report

#### **2011**

- Good Listeners – visualizing the (forced) confessions obtained by devine web trackers
- Wikipedia Illustrated – illustrating Wikipedia articles towards a visual free culture.

#### **2010**

- Public Knowledge Workshop – Heading the design team at the government transparency and citizen engagement organization.
- Rhizome.org – Redesign of the leading new media art website.
- Re:Group – Co-Curator of the exhibition at Eyebeam – Art & Technology Center, NY.
- Cambridge Interfaith Project – Consultancy work for Meedan.net
- Collaborative Futures – Co-Author of an experimental collaborative book about the future of collaboration.

#### **2009**

- Networked Design – Curator of a lecture series at Parsons The New School for Design
- You Are Not Here – a tour of Gaza through the streets of Tel Aviv (Version 2)
- Academic Advisor for the web and interactive classes at Parsons AAS Graphic Design

#### **2008**

- Honorary Resident at Eyebeam – Art and Technology Center, New York.

- MoMA.org – Social and Personalization features for the MoMA.org website using the ShiftSpace platform.
- Locative Media Consultancy – for The VAAG Society, Amsterdam, NL.
- Venture Capital Consultancy Services – for several Israeli based VC groups.
- ShiftSpace Commission Program – as a part of the ongoing ShiftSpace.org project.

#### **2007**

- KriegSpiel – design for a computer game with the Radical Software Group.
- Networked Music Review / Networked Performance – design for a two blogs by Turbulence.org
- You Are Not Here – a tour of Gaza through the streets of Tel Aviv (Version 1)

#### **2006**

- Upgrade International: DIY – Art catalog design and editing
- ShiftSpace – an open-source web-annotations platform (collaborative, ongoing...)
- You Are Not Here – a tour of Baghdad through the streets of New York
- Little-Feet – a data-surveillance installation for 4 paranoid dot-matrix printers
- Development of Upgrade! International global new-media gatherings series
- Lectures in collages, art centers and festivals around the world.

#### **2005**

- Atlas Gloves – a DIY hand gesture interface for Google Earth (with Dan Phiffer)
- Produces and Curates The Upgrade! Tel-Aviv new-media gatherings series.
- Graffiti Studio: Separation Wall (with Lessrain studio)
- Participate as a member of the temporary committee of the Designers Community.
- Freelance lectures in museums and conventions in Israel & abroad.

#### **2004**

- Print, illustration, animation and web-design works by Shual
- Shual designs Maarav magazine, and becomes a part of its team
- Freelance lectures in museums and conventions in Israel & abroad.

#### **2003**

- Starts contribution to Pixelsurgeon magazine
- Starts curating the BD4D Tel-Aviv events as a member of the Concept magazine team
- Freelance lectures in museums and conventions in Israel & abroad.

#### **2002**

- Work with the Israeli Center for Digital Art on Bad Boys for the Cameri theatre
- Start working as the in-house designer of the Israeli Center for Digital Art
- Founds Shual design studio with Guy Saggee

#### **2000–2002**

- Team member in the Ars Electronica Festival 2001 Electrolobby Game-Jam.

- Freelance animation and web-design works

#### **1992–1998**

- Co-publisher and illustrator at the underground comics magazine 'Penguin's Perversions'.

## **Selected Exhibitions, Lectures and Presentations**

#### **2019**

- Human (un)limited, exhibition at Hyundai Motorstudio Beijing, China.
- SITUATIONS/Deviant, exhibition at Fotomuseum Winterthur, Switzerland.
- Cyberarts 2019, winner exhibition at Ars Electronica Festival, OK Center, Linz, Austria.

#### **2018**

- ERROR – The Art of Imperfection, by Art Electronica, VW-Drive, Berlin, Germany.
- ZUMU – exhibition at the moving museum, Arad, Israel.
- Print Screen Festival 2018, Holon, Israel.
- Re:Publica 2018, lecture at the conference, Berlin, Germany.
- The Map, exhibition at Eretz Israel Museum, Tel Aviv, Israel.

#### **2017**

- Re:Publica Thessaloniki 2017, lecture at the conference, Thessaloniki, Greece.
- Re:Publica Dublin 2017, lecture at the conference, Dublin, Ireland.
- Seoul Biennale of Architecture and Urbanism, Donuimun Museum Village, Seoul, S. Korea
- Design Week Jerusalem, 2 works + artist talk in the exhibition, Jerusalem, Israel.
- Data Culture, guest talk at Factory, Montreal, Canada.
- The Chronicles of a Prepper (Traveling show)—Gyungju Art Center, Gyungju, S. Korea

#### **2016**

- The Chronicles of a Prepper Part 1—Dongdaemun Design Plaza (DDP), Seoul, S. Korea
- Lecture at MIT Media Lab—Civic Media Group, Cambridge, MA
- Tech by Artists—networks workshop, Eyebeam, Brooklyn, NY
- The UN Media Seminar on Peace in the Middle East – panel speaker, Pretoria, South Africa.
- Creators – exhibition by Shachaf Dekel, Hanina Gallery, Tel Aviv.
- Re:Publica 2016, lecture at the conference, Berlin.
- Nervous Systems – work in exhibition and text in publication, HKW, Berlin.
- Data Bites – guest lecture at Data and Society, New York.
- Obfuscation Workshop – London University of the Arts, London

#### **2015**

- BPLTC II: IDENTITY CONTROL – work in exhibition at EasternBloc, Montreal.
- 100 Years of Now – talk at The Technosphere Now! conference, HKW, Berlin.

- ISVIS 2015 – co-chair and speaker at Israel's first data visualization conference, Shenkar College.
- Re:Publica 2015, lecture at the conference, Berlin.
- Lecture at MIT Media Lab–Civic Media Group, Cambridge, MA
- Spring Guest Lecture at MassArt, Boston, MA.
- Transmediale 2015, talk and workshop at the festival, Berlin.

#### **2014**

- Art, Science and Technology – An Israeli perspective – Kiev
- Digital Labor, talk, project launch and workshop at the Digital Labor conference, The New School, NYC.
- Athens Video Art Festival, work in the festival's main exhibition, Athens.
- The Politics of Interface and Obfuscation, Talk at Eyebeam, NYC.

#### **2013**

- Experimenta Design Biennale 2013, Unmapping the World, Lisbon.
- Scientific Inquiries, Koc University, Istanbul.
- Online Offline, design exhibition, Holon.
- Mizrachim, street poster exhibition, Holon.

#### **2012**

- MutaMorphosis Festival, Presentation and panel with Galia Offri, Prague.
- Other Lives, The Bloomfield Science Museum, Jerusalem.
- Portfolio Live, Beit Ha'ir, Tel Aviv.
- Dis-Information-Visualization at Pixelache, Helsinki.
- Open Knowledge Festival – talk and panel, Helsinki.
- Digital Empowerment – presentation at IDC, Herzelia.
- Print Screen 2 – Opening night presentation, Cinematheque Holon.
- Pecha Kucha Tel Aviv – Presentation with Galia Offri
- Ten+ – Holon Design Museum, Israel.
- Deviants – The Israeli Center for Digital Art, Holon , Israel.

#### **2011**

- About the Conflict – lecture at Bezalel academy of art and design, Jerusalem.
- DECODE – Holon Design Museum, Israel.
- Soft Borders – Unesp, Sao Paulo.
- Betahaus – lecture at Open Design City, Berlin, Germany
- Transmediale 2011 – keynote speaker, panel moderator, workshop + presentation, Haus der Kulturen der Welt, Berlin, Germany.

#### **2010**

- Open Code Versus Military Culture? – talk, Shenkar College, Ramat Gan, Israel.

- Warsaw MOMA – talk + workshop, Warsaw, Poland.
- Bat Yam Biennial – published an essay in the catalog and delivered a talk, Bat-Yam, Israel.
- DebConf10 – presentation as a part of the Debian Conference, Columbia University, NY.
- Tracing Mobility – presentation as a part of the festival, Nottingham, UK.
- Future Everything – presentation as a part of the festival, Manchester, UK.
- Electro Smog – Remote presentation in the festival for Sustainable Immobility.
- Design in the Israeli Sphere – Student Workshop at Bezalel, Academy of Art and Design, Jerusalem, Israel.
- Radars and Fences III – presentation as a part of the conference, New York University, NY.
- Split Ends – Panel discussion at AIR Gallery, Brooklyn, NY.
- Transmediale Festival 2010 – Berlin, Germany.

#### **2009**

- WordCamp – Open Source Design lecture, NYC.
- Networked Design – Open Source Design lecture at Parsons, NYC.
- Gadgetoff – presentation, NYC.
- ArtTLV – Tel Aviv's Art Biennial, Tel Aviv, Israel.
- Disruptive Technologies panel – lecture at the US Israel Executive Summit, NYC.
- Upgrade NY – presentation w/Alex Galloway, Eyebeam, NYC.
- Floating Points 6 – Games of Culture, Emerson Collage, Boston.

#### **2008**

- 50 Years of Participation – SFMOMA, San Francisco, California.
- Youniverse – The Seville Biennial of Contemporary Art, Seville, Spain.
- Picnic 08 Conference – Amsterdam, NL.
- Upgrade International 2008– Skopje, Macedonia.
- Rhizome Commissions Presentation – at The New Museum, NY.
- Digital Day Camp – ShiftSpace Workshop at Eyebeam, NY.
- The Sustainability of Open Source – panel discussion at Garage Geeks Holon, Israel.
- Lecture – Bezalel Academy of Art and Design, Jerusalem, Israel.
- Form As Strategy – Columbia University, NY.
- ShiftSpace Presentation at Dorkbot NYC – Location One Gallery, Soho, NY.
- Unrecorded – Akbank Art Gallery, Istanbul, Turkey.
- Global Alien / Congress of Culture – Ein Ausstellungsprojekt im Kunstraum Kreuzberg/Bethanien, Berlin, Germany.
- Design and The Elastic Mind – MoMA, New York, NY.
- Transmediale Festival 2008 – Berlin, Germany.



**2007**

- Artivistic Festival – Montreal, Canada, 2007.
- HTMLles Festival – Montreal, Canada, 2007.
- Conflux Festival – Brooklyn, New York. 2007.
- DEAF 2007: ShiftSpace and You Are Not Here presentations, V2\_, Rotterdam, NL.
- Participatory Media: ShiftSpace presentation, Pace University, NY.
- Upgrade! Boston: ShiftSpace presentation, Art Interactive, Boston.

**2006**

- Upgrade! International : DIY – Untitled Art Space, Oklahoma City.
- Come Out And Play Festival – Eyebeam, New York.
- Conflux Festival – Brooklyn, New York.2006.
- Ars Electronica Festival – Linz, Austria.
- Upgrade! New-York: We Passion Power and Control – Eyebeam, New York. (Curator and Presenter)
- Selfportrait – Bethlehem, Palestinian Authority.

**2005**

- 3 Cities Against the Wall – Ramallah, Tel-Aviv & New York.
- Upgrade! International NYC, Eyebeam, New York.
- 57X57 – Posters Exhibition, Tel-Aviv, Israel.
- “Ayen Erech Itzuv” – Tel-Aviv, Israel.

**2004**

- Europrix Top Talent Award Festival – Vienna, Austria.
- Offf 04 festival – Valencia, Spain.
- 56x56 – The Festivital design festival, Tel-Aviv, Israel.
- BD4D Tel-Aviv 3 – Tel-Aviv, Israel. (Curator)
- Gluebalize – La Biennale di Venezia / ASAC. (online)

**2003**

- Hearsa 6 – Tower of David museum, Jerusalem, Israel.
- BD4D Tel-Aviv 2 – Tel-Aviv, Israel. (Curator and Presenter)
- Artik 5 – The Ramat-Gan Museum, Ramat-Gan, Israel.
- Offf 03 festival – Barcelona, Spain.
- Something Local, open air exhibition in a commercial center in Holon, Israel.
- BD4D Tel-Aviv – Tel-Aviv, Israel. (Curator and Presenter)

**2002**

- VideoZone – The first Biennial for Video Art in Israel (Curator), Israel.
- Here and Now – The Israeli center for digital art, Holon, Israel.
- Artik 4 – The University Gallery, Tel-Aviv University, Israel.

- Explora – Rachel and Israel Polak gallery, Tel-Aviv, Israel.

#### **2001**

- ARS Electronica New Media Festival. Linz, Austria.
- Clubspotting– Street and Club Culture. Reggio Emilia, Italy.

#### **1996–1997**

- The Comics and Animation Festival, works as part of the 'Penguin's Perversions' Magazine. Tel-Aviv, Israel.

### **Awards and Excellence Scholarships**

#### **2019**

- Prix Ars 2019 – Honorary Mention.

#### **2011**

- commission by the V&A with generous support from the Porter Foundation and in collaboration with Design Museum Holon.

#### **2009–2010**

- Honorary Residency at Eyebeam – Art & Technology Center, NY.

#### **2007**

- Rhizome 2007–2008 netart Commission.
- Turbulence netart Commission.
- Nomination: Rockefeller Foundation's Re:new Media Fellowship – 2007.

#### **2006**

- MediaProjekt Grant from the Swiss Confederation.
- America-Israel Foundation Masters degree Scholarship.
- Prix Ars New Media competition 2006 – Honorary Mention.

#### **2005**

- 2<sup>nd</sup> & 3<sup>rd</sup> Places for the 'Back to Israel' Posters Design Competition.
- 3<sup>rd</sup> Place for the 57x57 Posters Design Competition.
- (For Concept Magazine) – The Internet Volunteering Award, offered by The Israeli Internet Society.

#### **2004**

- Europrix Top Talent Award nominee.

#### **2002**

- America-Israel Foundation Grant for excellence in the fields of Fine Art.

#### **2001**

- Haifa Design Prize Contest (Third place).
- Moshik Ben-Dor Prize for Social Contribution to the Bezalel community.
- America-Israel Foundation Grant for excellence in the fields of Graphic Design.

**1999**

- Design & Concept proposal for the Bezalel Academy website contest. (First Place)